ORDER

WTSP-TV

Orders	**Order / Rev:**	**701058 - 1**		
	Alt Order #:	06245565		
	Product Desc:	HOUSE MAJORITY/SEIU		
	Estimate:	1440		
	Flight Dates:	09/25/12 - 10/08/12	Primary AE:	Aaron Ashe
	Original Date / Rev:	07/20/12 / 09/13/12	Sales Office:	T-WAS
	Order Type:	Political	Sales Region:	NAT
Agency	**Name:**	**Waterfront Strategies/ POL**		
	Buying Contact:	Linda Bassett	Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave Ste 800	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	**Name:**	**House Majority PAC**		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	IS-Candidate/US House	Order Separation:	00:15:00
	Priority:	P-3	Advertiser External ID:	
	Revenue Codes:	AGY, GEN, POL	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	16	$19,325.00	$16,426.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	$19,325.00	$16,426.25	0.00
Totals	16	$19,325.00	$16,426.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTSP-TV	28%	$19,325.00
Market	100%	$69,017.86

Competitive Share	Share	Total
CABLE	0%	$0.00
UNKWN	0%	$0.00
WFLA	42%	$28,987.50
WFTS	11%	$7,591.96
WMOR	0%	$0.00
WTOG	1%	$690.18
WTTA	0%	$0.00
WTVT	18%	$12,423.21
WVEA	0%	$0.00
WWSB	0%	$0.00
WXPX	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
2	WTSP	10/02/12	10/08/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	MTWTF- -	:30	1	$3,000.00	P-3	0.00 NM	1	$3,000.00
	10 NEWS-11PM													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	Week:	10/02/12	10/08/12	MTWTF- -	1	$3,000.00	0.00							
E 3	WTSP	10/02/12	10/08/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	MTWTF- -	:30	2	$1,350.00	P-3	0.00 NM	2	$2,700.00

Order / Rev: 701058 - 1 Advertiser: House Majority PAC

Alt Order #: 06245565 Product Desc: HOUSE MAJORITY/SEIU **WTSP-TV**

Flight Dates: 09/25/12 - 10/08/12 Estimate: 1440

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
		10 NEWS-NOON														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 10/02/12	10/08/12	MTWTF--	2	$1,350.00	0.00									
E	4	WTSP	10/02/12	10/08/12	M-F 5-530p	CM	5-530p	MTWTF--	:30	2	$825.00	P-3	0.00	NM	2	$1,650.00
					5-530p 10 News											
		COMMENTS APPLY TO SUB LINES A THRU B														
		10 NEWS-5PM NEWS														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 10/02/12	10/08/12	MTWTF--	2	$825.00	0.00									
E	5	WTSP	10/02/12	10/08/12	M-F 530-6p	CM	530-6p	MTWTF--	:30	1	$825.00	P-3	0.00	NM	1	$825.00
					10 News at 530p											
		10 NEWS-530P														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 10/02/12	10/08/12	MTWTF--	1	$825.00	0.00									
E	6	WTSP	10/02/12	10/08/12	M-F 6-630p	CM	6-630p	MTWTF--	:30	1	$1,500.00	P-3	0.00	NM	1	$1,500.00
					6-630p 10 News											
		COMMENTS APPLY TO SUB LINES A THRU B														
		10 NEWS-NEWS AT 6P														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 10/02/12	10/08/12	MTWTF--	1	$1,500.00	0.00									
E	7	WTSP	10/02/12	10/08/12	M-F 6-7a	CM	6-7a	MTWTF--	:30	1	$700.00	P-3	0.00	NM	1	$700.00
					6-7a 10 News											
		10 NEWS-6AM														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 10/02/12	10/08/12	MTWTF--	1	$700.00	0.00									
E	9	WTSP	10/02/12	10/08/12	CBS This Morning	CM	7-9a	MTWTF--	:30	2	$800.00	P-2	0.00	NM	2	$1,600.00
					CBS This Morning		(8:00 AM-9:00 AM)									
		CBS THIS MORNING														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 10/02/12	10/08/12	MTWTF--	2	$800.00	0.00									
E	10	WTSP	10/02/12	10/08/12	M-F 930-10a	CM	930-10a	MTWTF--	:30	3	$300.00	P-3	0.00	NM	3	$900.00
					Inside Edition											
		MILLIONAIRE														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 10/02/12	10/08/12	MTWTF--	3	$300.00	0.00									
	11	WTSP	10/06/12	10/06/12	Sat Prime C	CM	Sat 10-11p	-----S-	:30	1	$4,500.00	P-3	0.00	NM	1	$4,500.00
					48 Hours Mystery											
		48 HOURS MYSTERY														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 10/01/12	10/07/12	-----S-	1	$4,500.00	0.00									
	12	WTSP	10/06/12	10/06/12	LN (Sa)	CM	Sa 11-1135p	-----S-	:30	1	$1,650.00	P-3	0.00	NM	1	$1,650.00
					Late News (Sa)											
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 10/01/12	10/07/12	-----S-	1	$1,650.00	0.00									
	13	WTSP	10/06/12	10/06/12	Sat 6-8a	CM	Sat 6-8a	-----S-	:30	1	$300.00	P-2	0.00	NM	1	$300.00
					10 News, 6am Saturday											
		10 NEWS														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
		Week: 10/01/12	10/07/12	-----S-	1	$300.00	0.00									
														Totals	16	$19,325.00